# 2021 Events Calendar

## AFRICA
- **Virtual Buyer Meetings: South Africa**
  - **Event Date:** Oct 1 - Oct 31
  - **Focus:** Consumer Oriented
  - **Location:** CA, NV

## AUSTRALIA
- **Australia Retail Inbound Mission to CO, HI**
  - **Event Date:** Oct 10 - Oct 16
  - **Focus:** Retail
  - **Location:** CO, HI

## CENTRAL AMERICA
- **Virtual Buyer Meetings: Central America (Consumer Oriented)**
  - **Event Date:** Sep 1 - Sep 15
  - **Focus:** Consumer Oriented
  - **Location:** Zoom Meeting

## EAST ASIA
- **Japan Virtual Retail Mission**
  - **Event Date:** Mar 1 - Mar 3
  - **Focus:** Consumer Oriented
  - **Location:** Virtual Meetings
- **WUSATA Hybrid/Virtual Pavilion at HOFEX Trade Show**
  - **Event Date:** May 12 - May 14
  - **Focus:** All Industry Focuses
  - **Location:** Hong Kong
- **WUSATA Hybrid/Virtual Pavilion at SIAL China Trade Show**
  - **Event Date:** May 18 - May 20
  - **Focus:** All Industry Focuses
  - **Location:** China
- **Korea Consumer Oriented Inbound Mission to OR, HI**
  - **Event Date:** Jun 7 - Jun 11
  - **Focus:** Consumer Oriented
  - **Location:** OR, HI
- **Japan Specialty Beverage Outbound Trade Mission to Tokyo**
  - **Event Date:** Jul 19 - Jul 23
  - **Focus:** Specialty Beverage
  - **Location:** Japan
- **China Consumer Oriented Inbound Mission to HI, WA**
  - **Event Date:** Jul 25 - Jul 30
  - **Focus:** Consumer Oriented
  - **Location:** HI, WA
- **WUSATA Product Showcase at Seoul Food & Hotel Trade Show**
  - **Event Date:** Jul 27 - Jul 30
  - **Focus:** Consumer Oriented
  - **Location:** South Korea
- **Korea Specialty Beverage Inbound Mission to ID, OR**
  - **Event Date:** Aug 23 - Aug 27
  - **Focus:** Specialty Beverage
  - **Location:** ID, OR
- **Taiwan Specialty Beverage & Food Inbound Mission to ID, OR**
  - **Event Date:** Aug 23 - Aug 27
  - **Focus:** Specialty Beverage
  - **Location:** ID, OR
- **Virtual Buyer Meetings: Taiwan (Consumer Oriented)**
  - **Event Date:** Aug 30 - Sep 3
  - **Focus:** Consumer Oriented
  - **Location:** Zoom Meeting
- **China ATO Roadshow Outbound Trade Mission - New to Export Focus**
  - **Event Date:** Sep 1 - Sep 30
  - **Focus:** Consumer Oriented
  - **Location:** China
- **Taiwan Gifts/Packaging Outbound Trade Mission**
  - **Event Date:** Sep 6 - Sep 10
  - **Focus:** Foodservice/Retail
  - **Location:** Taiwan
- **China Hay & Forage Inbound Mission to ID, NV**
  - **Event Date:** Sep 13 - Sep 17
  - **Focus:** Animal Nutrition
  - **Location:** ID, NV
- **Taiwan Food Service Outbound Mission to Taipei & 2nd City**
  - **Event Date:** Sep 20 - Sep 24
  - **Focus:** Foodservice
  - **Location:** Taiwan
- **Korea Specialty Beverage Outbound Mission to Seoul**
  - **Event Date:** Nov 15 - Nov 19
  - **Focus:** Specialty Beverage
  - **Location:** Korea
- **Korea Outbound Mission to Seoul**
  - **Event Date:** Dec 6 - Dec 8
  - **Focus:** Foodservice/Ingredients
  - **Location:** Korea
- **Japan Food Service Outbound Mission to Tokyo**
  - **Event Date:** Dec 8 - Dec 10
  - **Focus:** Foodservice
  - **Location:** Japan

## EUROPE
- **WUSATA Pavilion at Anuga Trade Show**
  - **Event Date:** Oct 9 - Oct 13
  - **Focus:** All Industry Focuses
  - **Location:** Germany
- **Virtual Buyer Meetings: Europe (Dried Fruit & Nuts)**
  - **Event Date:** Dec 6 - Dec 11
  - **Focus:** Ingredients
  - **Location:** Virtual Meetings

## MIDDLE EAST
- **Middle East Animal Feed Inbound Trade Mission**
  - **Event Date:** Aug 2 - Aug 6
  - **Focus:** Animal Nutrition
  - **Location:** ID, NV
- **Virtual Buyer Meetings: Israel (Consumer Oriented)**
  - **Event Date:** Oct 1 - Oct 31
  - **Focus:** Consumer Oriented
  - **Location:** Zoom Meeting
- **Middle East Consumer Oriented Inbound Mission to WA, CO**
  - **Event Date:** Oct 10 - Oct 16
  - **Focus:** Consumer Oriented
  - **Location:** WA, CO

## NORTH AMERICA
- **Canada Specialty Beverage Virtual Trade Mission**
  - **Event Date:** Apr 7 - Apr 9
  - **Focus:** Specialty Beverage
  - **Location:** Canada
- **Virtual Buyer Meetings: Canada**
  - **Event Date:** Apr 12 - May 7
  - **Focus:** Consumer Oriented
  - **Location:** Virtual Meetings
- **Virtual Buyer Meetings: Mexico (Consumer Oriented)**
  - **Event Date:** Apr 22 - Apr 29
  - **Focus:** Consumer Oriented
  - **Location:** Virtual Meetings
- **Central America Delegation Outbound Mission to Mexico**
  - **Event Date:** Aug 2 - Aug 6
  - **Focus:** Consumer Oriented
  - **Location:** Mexico
2021 Mexico Outbound Mission to Mexico City & Monterrey  Aug 2 - Aug 6  Consumer Oriented  Mexico
2021 Canada Nursery Outbound Mission  Aug 9 - Aug 13  Nursery  Canada
2021 Canada Specialty Beverage Inbound to CO, OR  Aug 22 - Aug 27  Specialty Beverage  CO, OR
2021 Canada Wine Inbound Mission to OR, WA  Oct 25 - Oct 29  Specialty Beverage  OR, WA
2021 Mexico Consumer Oriented Inbound Mission to ID, NV  Nov 1 - Nov 5  Consumer Oriented  ID, NV

SOUTH AMERICA
2021 Virtual Buyer Meetings: Chile (Consumer Oriented)  Sep 1 - Sep 15  Consumer Oriented  Zoom Meeting
2021 WUSATA Pavilion at Espacio Foods  Sep 28 - Sep 30  Foodservice/Retail  Chile

SOUTH ASIA
2021 India Animal Feed Virtual Meetings  Aug 10 - Aug 12  Animal Nutrition  Virtual Meetings

SOUTHEAST ASIA
2021 Virtual Buyer Meetings: SE Asia  Mar 23 - Mar 25  Consumer Oriented  Virtual Meetings
2021 SE Asia Food Service Inbound Mission to ID, NV  Jun 14 - Jun 18  Foodservice  ID, NV
2021 SE Asia Specialty Beverage Inbound Mission to AK, HI  Jun 21 - Jun 25  Specialty Beverage  AK, HI
2021 WUSATA Pavilion at Food & Hotel Vietnam  Sep 7 - Sep 9  Foodservice  Vietnam
2021 SE Asia Dairy Outbound Mission to Singapore  Nov 1 - Nov 30  Foodservice  Singapore
2021 Virtual Buyer Meetings: SE Asia [Dried Fruit & Nuts]  Dec 1 - Dec 31  Ingredients  Virtual Meetings

UNITED ARAB EMIRATES
2021 WUSATA Pavilion at Gulfood Trade Show  Feb 21 - Feb 25  Foodservice/Retail  Dubai

Visit WUSATA.ORG to find out more about these events, including registration information. If you have a MyWUSATA account, login and click on Events Search for more details.

Don’t have a free MyWUSATA account? You can get signed up in 3 simple steps.

Note: All of the trade shows and Outbound Trade Mission events listed in this calendar are eligible for 50% reimbursement if you are signed up for FundMatch®. Go to your MyWUSATA Dashboard to start your FundMatch® application now.